



IMANESDE VIAJE .COM

MEDIAKIT

Discover what we can offer you

WHAT IS IMANES DE VIAJE?



Imanes de Viaje is an original, fresh and entertaining project that mainly show tips for travelers, city guides, gastronomy and travel stories, always giving **a personal touch**.

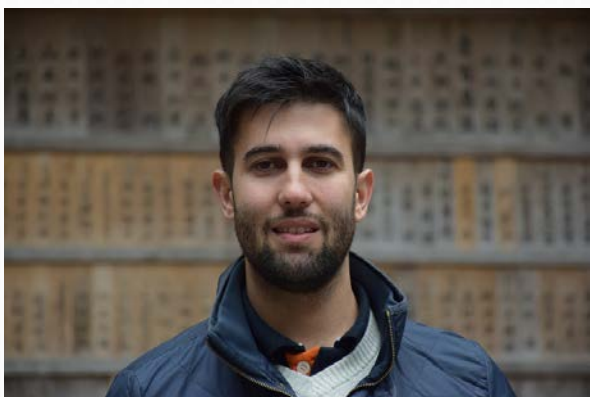
Our internet strategy is based on 3 pillars:

- A very good **SEO positioning**.
- Giving **advice and useful travel information**.
- We are not just providing information. **Readers need to feel confident** in what they read.

WHO WE ARE



Regi is from Santander, Spain. She is in love with her country and the rest of the world. She is passionate about traveling. Regi is dreamy, witty and inveterate traveler. Despite having a chronic back injury, nothing prevents her of keeping doing what she likes: traveling and discovering new places and then writing about it on the blog. Of course, writing also for people with health problems that seek a friendly opinion.



Juanra was born in Malaga. Currently he lives in Santander but was lucky enough to live in Torino for a year and in Glasgow for another 6 months. He loves traveling around the globe, and is increasingly interested in uncommon destinations. Real geek, he likes to be aware of the latest technological innovations, and is the one who handles the technical side of the blog.

WE ARE SPECIALISED IN



- **Travels for couples:** Our blog is written by a young couple traveling without children. We love weekend getaways to cities or some rural destinations. We also like making long trips, such as going to Japan, Jordan, Croatia or the United States.
- **Urban Tourism:** we love getting lost for a few days in the most cosmopolitan cities, both in Spain and Europe. Furthermore, our specific articles about the cities are the most visited in our blog.
- **Cantabria:** We are considered as a reference blog for trips to Cantabria, the region in the north of Spain where we live, having many articles in the blog. We write about rural, gastronomic, nature or urban tourism.
- **Traveling with a health problem.** Unfortunately, we would like not having to know and being specialist about this, but we adapt our trips to the limitations of Regi, and give advice if there is something to consider if you have any health problem.

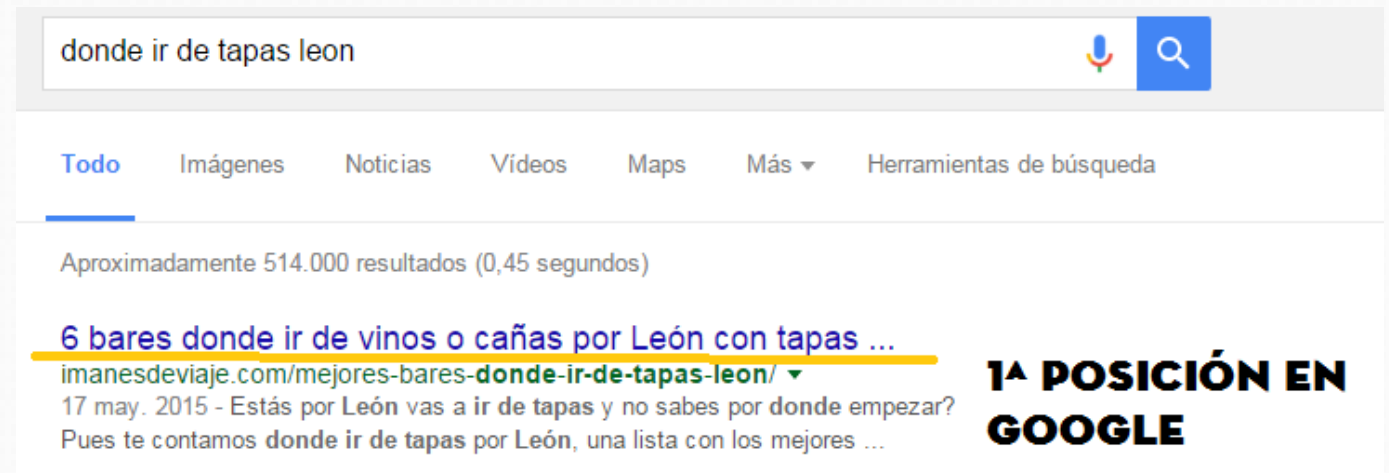


POSITIONING WEB - SEO



For us the positioning in search engine is paramount. Thanks to our natural position you can find our blog in the top results of Google with keywords such as:

- Qué ver en Venecia (what to see in Venezia).
- Pueblos bonitos de Asturias (most beautiful towns in Asturias).
- Dónde ir de tapas en León (where to go for “tapas” in Leon).



We also have several articles that became viral on social networks, growing to more than 19K in “shares” and “likes” on facebook, as is the case of the posts: “**6 bares donde ir de vinos o cañas por león con tapas cojonudas**” or “**5 playas paradisíacas en los alrededores de Santander**”.

COMING TO THE POINT: NUMBER OF VISITS



- With two years of life and more than 190 articles published, currently we have an average of more than 6,000 unique visitors per day.



For example, on July 2017 we had over 200,000 unique visitors and 360,000 page views.

We also have visitors from around the world, although most of them are from Spain and Spanish-speaking countries such as Argentina.

| Pais | Sesiones | % Sesiones |
|-------------------|----------|------------|
| 1. Spain | 117.125 | 76,74 % |
| 2. Argentina | 5.628 | 3,69 % |
| 3. United States | 4.632 | 3,04 % |
| 4. Mexico | 3.198 | 2,10 % |
| 5. Italy | 2.658 | 1,74 % |
| 6. Croatia | 2.656 | 1,74 % |
| 7. Colombia | 1.767 | 1,16 % |
| 8. Chile | 1.418 | 0,93 % |
| 9. Austria | 1.374 | 0,90 % |
| 10. France | 1.205 | 0,79 % |

OUR COMMUNITY



We appear in all social networks, and we love to interact with our readers. Now, we have many **real followers** who share and help us to reach more people every day.

Facebook: + de 9100 fans

Instagram: + de 3200 fans.

Klout: 65

Twitter: + de 5600 seguidores.

Alexa: ranking 5500 de España



AWARDS



During these two years of life we have won several awards::

- [Winner of Bitácoras 2014 awards](#) one of the most important awards for all Spanish-speaking blogs. Imanes de Viaje was the winner in the category of best travel blog, dated November 2014.
- [Winner in Web Cantabria 2014 awards](#): an award organized by the newspaper in our region, el Dario Montañes, Imanes de Viaje won in the category of the best blog or personal website in December 2014.
- [Winner of Cantabria award ambassador for minube](#). An award organized by the company minube and with the support of Cantabria Infinita. Regi has been sharing for six months beautiful places from Cantabria, where we live.
- [Finalist in #BlogueroGold award](#) organised by American Express. The winner is not yet announced.



PRESS AND MENTIONS



We have also mentioned appeared in various famous media:

- [Heraldo de Aragón](#): talking about the bachelor in Zaragoza.
- In the newspaper “El País”, on the occasion of being winners in the [Bitácoras Awards](#).
- In the newspaper El Diario Montañes, as we were winners in [Premios Web Cantabria](#), or when we were [ambassador of Minube](#).
- On the radio [Social Slang](#) talking about the blog and giving traveling ideas.
- On the Totto's blog talking about [travelling with health problems](#).
- In RTVE (Main Spanish TV channel) related to [our last visit to La Palma](#).
- What's more, [the most shared post from spanish travel blogs in 2015](#) was from us.
- And much more...

WHY CHOOSE US?



- **Sincerity and authenticity.** For us it is very important to keep the credibility of our readers so we consider each proposal to ensure that adapts to the characteristics of our blog.
- **Professionalism.** Companies like Minube, Nissan, Esquiades, HundredRooms have already gained confidence with us. We gave a lot of love and attention to our articles because we believe that only then our blog will appeal to our readers.
- **Good results.** Since we are one of the best positioned travel blogs, our articles reach the top positions in the first page of Google. Therefore increasing the visibility of our articles.

DO WE COLLABORATE?



If you decide to cooperate with us, these are just some of our possibilities:

- Blogtrips.
- Sponsored Post.
- Reviews of hotels and other tourism companies.
- Advertising on social networks.
- Ambassador of the place you want.

We are waiting for you in <https://imanesdeviaje.com/>

Do not hesitate to contact us!

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